



*Report to the
Auburn City Council*
City Clerks Office

Action Item

Agenda Item No.

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City Manager's Approval

To: Mayor and City Council Members
From: Mayor Bridget Powers
Prepared by: Amy M. Lind, Deputy/Assistant City Clerk
Date: April 14, 2014
Subject: Auburn Placer Performing Arts Center (APPAC) and the Operation and Expansion of the State Theatre

The Issue

Shall the City Council support a resolution of support for the Auburn Placer Performing Arts Center (APPAC) and the Operation and Expansion of the State Theatre?

Conclusion and Recommendation

By **RESOLUTION**, support the Auburn Placer Performing Arts Center (APPAC) and the Operation and Expansion of the State Theatre.

Background

APPAC is reaching out to the City to get a resolution of support on the current operation and expansion of the State Theatre.

In 2008 the City of Auburn has made a substantial investment in the State Theatre. The City of Auburn donated over \$125,000 for the restoration and construction of the 1930's era marquee and blade sign in partnership with a private benefactor and donations of the APPAC Board of Directors. Since APPAC reopened the theater in 2009 the city has witnessed a revitalization of the area with new restaurants, public art and the relocation of the Placer County Visitors Bureau. The influx of patrons attending theatre events has benefited from the strategic access of the Hwy 49, Interstate 80 and Auburn Folsom Road. The non-profit Auburn Placer Performing Arts Center has maintained and operated the State Theatre building with integrity, kept the theatre operations within budget and has successfully generated growth in the arts and creative community. Year after year, entrepreneurial arts organizations nurture new ideas, and creative energy.

RESOLUTION NO. 14-

RESOLUTION TO SUPPORT AUBURN PLACER PERFORMING ARTS CENTER
(APPAC) AND THE OPERATION AND EXPANSION OF THE STATE THEATER

THE CITY COUNCIL OF THE CITY OF AUBURN DOES HEREBY RESOLVE:

- In 2008 the City of Auburn has made a substantial investment in the State Theatre. The City of Auburn donated over \$125,000 for the restoration and construction of the 1930's era marquee and blade sign in partnership with a private benefactor and donations of the APPAC Board of Directors. Since APPAC reopened the theater in 2009 the city has witnessed a revitalization of the area with new restaurants, public art and the relocation of the Placer County Visitors Bureau. The influx of patrons attending theatre events has benefited from the strategic access of the Hwy 49, Interstate 80 and Auburn Folsom Road. To date theatre patron attendance exceeds 28,500, attending over 358 events

- The Auburn Arts Commission is a supporter of APPAC's Operation of the State Theatre and has contributed to the Tear Down the Wall Campaign supporting the expansion.

- The non-profit Auburn Placer Performing Arts Center has maintained and operated the State Theatre building with integrity, kept the theatre operations within budget and has successfully generated growth in the arts and creative community.

- APPAC's ability to raise money locally for improving the building, operating the theatre, and expanding the current theatre brings matching dollars and corporate donations.

- APPAC operates as a presenting organization and rents the theatre to arts, civic and educational organizations for a wide variety of uses.

- The theater expansion will increase economic development. Year after year, entrepreneurial arts organizations nurture new ideas, and creative energy.

- The increase in nationally recognized touring entertainers brings patrons from over a 50 mile radius.

- APPAC's community based volunteer program involves citizens in the operation of the State Theatre

- The local theatre has been a place to gather with neighbors, friends and family for generations and this is continuing

- The expanded theater will provide more arts educational resources for local public schools.

- Using an historic building such as the State Theatre keeps with the historical tradition of the Auburn and Placer County area.

- Local user groups include but are not limited to: Auburn Symphony, Placer Arts, Protect American River Canyon (PARC), Placer Pops

1 Choral, Placer Community Theater, Auburn Association of University Women,
2 League of Women Voters, Placer Nature Center, Take Note Troupe Youth
Theatre, local businesses, and more.

3 DATED: April 14, 2014

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5 Bridget Powers, Mayor

6 ATTEST:

7 Stephanie L. Snyder, City Clerk

8 I, Stephanie L. Snyder, City Clerk of the City of Auburn, hereby certify
9 that the foregoing resolution was duly passed at a regular meeting of the City
10 Council of the City of Auburn held on the 14th day of April 2014 by the
following vote on roll call:

11 Ayes:

12 Noes:

13 Absent:

14 Stephanie L. Snyder, City Clerk

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